



***Ralph and Phyllis 17 - Comfortable retired couples. Retired couples enjoying active and comfortable life styles. Mainly aged 66***

**Segment:** 4% of all adults, 5% of adult men, 4% of adult women. **Similar To + Lives Near To:** Other Ralph and Phyllis's

**Sports overview:** Below average sports participation. 71% done no sport in the past four weeks.

**Organised sport:** 26% are members of a club. Maybe golf and bowls clubs which are popular sports for Ralph and Phyllis. 12% have received instruction, 11% have taken part in competition, 6% have volunteered in the past month.

**What motivates Ralph and Phyllis's participation:** Just enjoy it 30%  
Keep fit 23%  
Meet with friends 13%  
Improve performance 3%

**Barriers to participation:** Health injury and disability 76%  
Other 12% (left school, no opportunity and economic work factors)  
Lack of time 6%

**Most satisfied with sporting experience:** Release and diversion  
Social  
Ease of participation

**Least satisfied with sporting experience:** Facilities  
Coaching

**What would encourage them to do more sport:** People to go with 15%  
Cheaper 11%  
Improved transport etc 6%

### What Do They Want From a Sailing Experience?

- Enjoyment including release and diversion.
- Steady paced - make time to enjoy the scenery
- Gentle keep fit
- Social
- Suitable boats - large doublehanders/keelboats
- Mature instructor
- Mid-week or weekend activity. All day or half days.
- Extended length of course

### How to reach -

- **Most Response To:** Newspaper adverts
- **Preferred Information Channel:** Magazines
- **Preferred Service Channel:** Post
- **Decision Style:** Adamant – they have set ideas on what they like based on first-hand experience or trusted opinions from family and friends.
- **You Will Not Reach Through:** TV adverts. Commercial radio stations. Internet or email adverts. Cold calling. Newspaper or magazine communications.

## Advertising the course –

**Tone - Prestigious, established, classic, informative, intellectual, friendly, trustworthy, community, personalised service, reliable**

- Make decisions based on face to face communications and recommendations
- Opinion makers/brand ambassadors. Use existing members/customers of any market segment to promote opportunity - bring a friend. This could this be incentivised.

**Ongoing Communication:** Post

**Ralph & Phyllis are responsive to brands such as...**



Gardeners' World magazine



SAGA

Pringle OF SCOTLAND



Waitrose

LANDS' END